

**OTBID Steering Committee MEETING**

Agenda

Monday, January 11, 2016

Location: Visit Oakland

481 Water Street

Mark Hochstatter, Chair, Presiding

1. Call to Order M. Hochstatter
2. Committee Introductions A. Best
3. Overview of OTBID Strategic Plan A.Best
   * Targets and Objectives
   * Tradeshow Participation
   * NCAA Tournament Bid
   * Other Targets
   * Staffing, wage allocation
     1. VO Sales & Marketing
     2. % of Administrative
4. OTBID Budget Allocation A. Best
5. Oversight and ROI Reporting A. Best
6. Announcements A. Best
   * OTBID Agreement Update
   * Super Bowl Advertising (Included in Strategic Plan)
   * Update: ORW 2016
   * HEAT
7. Adjournment M. Hochstatter

Next Meeting: TBD

Important Dates: Sept 30th Visit Oakland Open House